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EASTERN COLLEGE RADIO CONFERENCE

NORTHAMPTON, MASS. MARCH 16-18, 1951

The Voice of Smith College

Compliments of

Eastern States Radio Corporation

- *Representing College Radio to National Advertisers.*
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34 Amity Street
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EASTERN COLLEGE RADIO CONFERENCE

March 16-18, 1951

Selma Joy Pierson — *Chairman*

Marilyn Moss — *Vice-Chairman*

COMMITTEE HEADS

Carol J. Lowett
Barea Lamb
Eloise Day
Barbara W. Cutchins
Barbara S. Cornez
L. Sandra Otto
Rose-Joan Grotta
Janet C. Schuck
Judith Atwater
Anita E. Steinberg
Margery W. Franks
M. E. Fitz Randolph
Marion D. Bernstein
Susan S. Tower
Suzanne C. Racusin

Friday, March 16

5:00- 8:00—Registration of Delegates
(Council Room - Davis Center)

8:30 —Welcoming to Conference
(Davis Ballroom)

9:00-11:00—Open House at WCSR

SATURDAY, MARCH 17

9:00-11:00 A.M.—Registration of Delegates
(Alumnae House)

Campus Tours

11:00—Group Discussions:

Technical:

Steven Timmer, Vice President Gotham Recording Company, N. Y.

Advertising:

Bernard Musnik, Crosley Broadcasting Company

2:00—Group Discussions:

Publicity:

Alan Brandt, Publicity Director, WNEW, N. Y.

Music:

Carl de Suze, WBZ, Boston

4:00—Group Discussions:

Production and Programming:

John McNamara, Newsroom Editor, WBZ, Boston

Bernard Mullen, Public Relations and Special Program Director, WTIC, Hartford.

7:00—Banquet: (Wiggin's Tavern)

Speakers:

Miss Doris Corwith, Supervisor of talks, NBC, "Biggest School House in the World"

M. Auberjonois, Chief of French Unit, Voice of America

SUNDAY, MARCH 18

9:00-1:00—Broadcast from WCSR:
Featuring Handel's "Messiah"

Campus Tours

11:00—Concluding Meeting (Davis Center)

Tryon Art Museum Exhibit

Toto's Campus Shop

"A Smith Tradition for Twenty Years"

86 Green Street

The Coffee Shop

56 Green Street

Dinners served nightly 65¢

Homemade Pastries

7:30-10:00 Sun. 8:00-5:00

Breakfasts Coffee

PAX

Green Street

White House Inn

ROOM and BATH

DORMITORIES

BREAKFASTS

105 Elm Street

Compliments of

A FRIEND